



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Media Strategies & Research**  
**11350 Random Hills Rd**  
**Suite 670**  
**Fairfax, VA 22030**

# CONTRACT

<u>Contract / Revision</u> 549856 /		<u>Alt Order #</u>
<u>Product</u> Kaine for Senate 2012		
<u>Contract Dates</u> 09/03/12 - 09/09/12		<u>Estimate #</u>
<u>Advertiser</u> Kaine/D/Senate		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Local WTKR House	<u>Sales Office</u> Norfolk
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	3	09/03/12	09/09/12	NewsChannel 3 News	5-6am		:30			NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WT---				2	\$120.00			
2	3	09/03/12	09/09/12	NewsChannel 3 News	6-7am		:30			NM	5	\$925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				5	\$185.00			
3	3	09/03/12	09/09/12	CBS This Morning	7-9a		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-TF--				3	\$100.00			
E 4	3	09/03/12	09/09/12	Price Is Right	11am-12n		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M---F--				2	\$295.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/03/12-09/09/12	Price Is Right	11am-12n	M-----F----	:30		<del>\$295.00</del>	NM		
	Credited											
5	3	09/03/12	09/09/12	NewsChannel 3 News	12n-1230pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$210.00			
6	3	09/03/12	09/09/12	CBS Daytime	1228-3pm		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$295.00			
E 7	3	09/03/12	09/09/12	Ellen Degeneres 3pm	3-4pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$140.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/03/12-09/09/12	Ellen Degeneres 3pm	3-4pm	-----F----	:30		<del>\$140.00</del>	NM		
	Credited											
E 8	3	09/03/12	09/09/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				5	\$100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	3	09/03/12-09/09/12	NewsCha 3 News First @ 4p	358-5pm	MTuWThF----	:30		<del>\$100.00</del>	NM		
	Credited											
	3	3	09/03/12-09/09/12	NewsCha 3 News First @ 4p	358-5pm	MTuWThF----	:30		<del>\$100.00</del>	NM		
	Credited											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
549856 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/03/12 - 09/09/12	Kaine for Senate 2012	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Kaine/D/Senate	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 9	3	09/03/12	09/09/12	Newschannel 3 News	5-530pm		:30			NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				5	\$165.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/03/12-09/09/12	Newschannel 3 News	5-530pm	MTuWThF----	:30		<del>\$165.00</del>	NM		
				Credited								
	4	3	09/03/12-09/09/12	Newschannel 3 News	5-530pm	MTuWThF----	:30		<del>\$165.00</del>	NM		
				Credited								
E 10	3	09/03/12	09/09/12	Newschannel 3 News	530-6pm		:30			NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				5	\$220.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/03/12-09/09/12	Newschannel 3 News	530-6pm	MTuWThF----	:30		<del>\$220.00</del>	NM		
				Credited								
	5	3	09/03/12-09/09/12	Newschannel 3 News	530-6pm	MTuWThF----	:30		<del>\$220.00</del>	NM		
				Credited								
11	3	09/03/12	09/09/12	Newschannel 3 News	6-630pm		:30			NM	5	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				5	\$345.00			
12	3	09/03/12	09/09/12	7-730pm	7-730pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$310.00			
E 13	3	09/03/12	09/09/12	730-8pm	730-8pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$330.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/03/12-09/09/12	730-8pm	730-8pm	----Th-----	:30		<del>\$330.00</del>	NM		
				Credited								
14	3	09/03/12	09/09/12	Monday Prime	10-11pm		:30			NM	1	\$1,655.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$1,655.00			
15	3	09/03/12	09/09/12	NCIS	8-9pm		:30			NM	1	\$2,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$2,060.00			
16	3	09/03/12	09/09/12	Saturday Prime	10-11pm		:30			NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$420.00			
17	3	09/03/12	09/09/12	Sunday Prime	9-10pm		:30			NM	1	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,080.00			
18	3	09/03/12	09/09/12	Late News (M-F)	11-1135p		:30			NM	7	\$3,780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTWTF--				7	\$540.00			
19	3	09/03/12	09/09/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----SS				2	\$365.00			
20	3	09/03/12	09/09/12	Late Night with David Letterman	1135pm-1235am		:30			NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-T---				2	\$165.00			
21	3	09/07/12	09/07/12	Friday Prime	8-9pm		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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549856 /	

Contract Dates	Product	Estimate #
09/03/12 - 09/09/12	Kaine for Senate 2012	

Advertiser	Original Date / Revision
Kaine/D/Senate	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Spots</u>	<u>Amount</u>
Week:		09/03/12	09/09/12	----F--				1	\$630.00			
N 22 3		09/07/12	09/09/12	Friday Prime	10-11pm		:30			NM	1	\$980.00
Week:		09/03/12	09/09/12	----F--				1	\$980.00			
Totals											45	\$17,420.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/09/12	45	\$17,420.00	\$14,807.00
<b>Totals</b>	<b>45</b>	<b>\$17,420.00</b>	<b>\$14,807.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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